

Released: 24 April 2006

MEDIA RELEASE

First three *EnviroDevelopment* pilot projects announced

Queensland's top sustainable developers are lining up to have their projects among the first certified *EnviroDevelopments*, following the launch of the world-first sustainable development branding system this month.

In just days since the *EnviroDevelopment* brand was first unveiled at a UDIA (Qld) industry event, three developments have signed on to trial the *EnviroDevelopment* marketing system.

Austcorp's *Coomera Waters* will join fellow Gold Coast project *The EcoVillage* in the Currumbin Valley and *Mebbin Springs* in Northern NSW as pilot *EnviroDevelopment* projects.

UDIA Queensland President Brent Hailey also confirmed another four major projects had expressed strong interest in participating, including an inner Brisbane residential high-rise.

"It is extremely encouraging to have received this level of immediate response from the industry and confirms that the industry is well and truly ready to take the next step in making sustainable projects more viable," Mr Hailey said.

EnviroDevelopment is an initiative of the UDIA and has been designed to increase sustainable development in Queensland and, ultimately, Australia by rewarding projects with *EnviroDevelopment* branding.

"The environmental branding system is designed to provide a marketing edge to developers which have achieved outstanding sustainable outcomes in their projects," Mr Hailey said.

"The UDIA recognized that many of our members were interested in pursuing sustainable development options but were sceptical about the financial viability of these choices," he said.

"People marketing sustainable developments, will now have certainty that a framework exists to reward positive environmental outcomes.

"Our industry and, we believe - the market - is ready for a product such as *EnviroDevelopment* to harness the existing and growing interest in sustainability.

Mr Hailey said the *EnviroDevelopment* branding system provided recognition for achievements across six identified areas of sustainable development – water, energy, ecosystems, community, materials and waste.

"A developer will apply to have their development certified in any one or more of the six elements of sustainability and, if successful, will be entitled to use the relevant leaf-logos for their area of performance," he said.

"When viewing the EnviroDevelopment logos, purchasers will know that the project has achieved specific environmental outcomes as decided by independent certifiers."

Mr Hailey said the EnviroDevelopment system had been developed over two years, with significant input from industry, environmental experts and government.

"The integrity and credibility of EnviroDevelopment is paramount which is why we have consulted widely in the development of the technical standards and why we have built in a stringent process for licensing and monitoring," he said.

"We have also set the bar high to reward those developers who are achieving genuinely excellent outcomes and to inspire others to lift their game."

POTENTIAL FOR INCENTIVES AND REBATES

As well as providing a competitive marketing advantage, the EnviroDevelopment system is hoped to encourage more incentives for developers in the way of sustainability rebates.

"We hope that State and Local Governments will appreciate the opportunity to encourage a more sustainable State and regions with more efficient use of resources and reduced pressure on infrastructure and services," Mr Hailey said.

"Developers satisfying the technical standards for certification will, therefore, have a positive platform for negotiating reduced infrastructure charges, offsets and reduced development assessment delays," he said.

"We have worked closely with Brisbane City Council – one of the EnviroDevelopment Foundation Partners – in developing the system.

"It has always been one of our primary goals to enable developers to deliver sustainable outcomes without substantial financial disadvantage," he concluded.

Developers wanting more information about EnviroDevelopment are encouraged to contact the UDIA on (07) 3229 1589 or visit the EnviroDevelopment website: www.envirodevelopment.com.au

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For more information, interviews, photographs, etc, please contact Susan McCosker on 0422 567 667.